

Entrepreneurship Development Cell

Annual Report (2014 – 2015)

Prof. A. Arun Perumal, Coordinator

Prof. G. Joy Samuel Dhanraj, Coordinator

Entrepreneurship Development Cell

The Entrepreneurship Development Cell (EDC) is a club which cultivates and equips businessmen and women for the future. It is aimed at benefiting and developing aspiring businessmen and women as it will act as a platform for applying and exercising academic learnt skills. It is our goal to educate students in the many aspects of entrepreneurship; the main emphases are good business ethics, and calculated business decisions while maximizing profit.

Vision

"To emerge as a Centre of Excellence in the field of Entrepreneurship and to act as a catalyst in transforming employable to entrepreneurial communities by translating latent ideas and talent into viable enterprises."

Mission

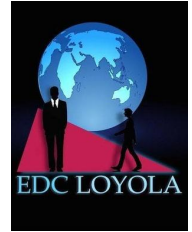
"The Club aims to provide guidance to aspiring young business leaders to pursue their business ownership dream at undergraduate levels."

Objectives

- To train college students to have the appropriate business insight and entrepreneurial skills.
- To cultivate the entrepreneurial skills and values among college students, in order to develop knowledge and enterprising graduates.
- To nurture the development of quality entrepreneurs who will be capable of competing in the local and global business industries.

Office Bearers

Post	Name
President	SIDDARTH B
Vice-President (Marketing)	SUDARSAN K
Vice-President (HR)	MYO MIN OO
General Secretary	GOBIND SINGH KOHLI
Joint Secretary	SRINIVAS C
Event Secretary	ALBIN CLEMENT J C



Events

INAUGURATION AND ORIENTATION

On 24th September (Wednesday), the **EDC Inauguration and Orientation** was conducted in Lawrence Sundaram Hall at 11.00 am, to welcome the new EDC members and also to give them an idea as to what is expected of them during the forthcoming year. In this event, Prof. G. Joy Samuel Dhanraj (Coordinator) gave the Welcome Address focusing on Importance of Entrepreneurship. Prof. A. Arun Perumal gave a lecture on How to start a Business? Business Quiz consisting on Identifying the Logos, Personalities, Promotional Jingles was conducted to bring out the talent of the members. More than 100 members participated in the event.

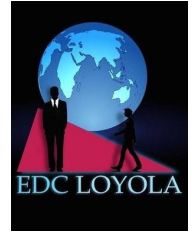


BUSINESS PLAN WORKSHOP

On 26th November (Wednesday), **Business Plan Workshop** was conducted in YD Hall at 11.30 am, to enhance the talent of members in upcoming up with a new business related to its finance, promotion, price and other important requirements. Prof.



G. Joy Samuel Dhanraj (Coordinator), gave a Presentation on How to prepare a Business Plan consisting of Business and Revenue Models and How to Finance? More than 75 members participated in the event.



ITM MANAQUEST 2014

On 5th December (Friday), all the EDC Members were asked to attend the **ITM Manaquest 2014** for participating in the events **Brand India, Future Entrepreneurs, Management Quiz, Maharathi and Dalal Street**. The aim of participating in these events is to attain great heights as potential future managers.

NATIONAL WORKSHOP ON “ENTREPRENEURSHIP AND EMPLOYABILITY SKILLS”

DAY 1

SPIRIT OF YOUTH AND THE JOY OF PURSUING ENTREPRENEURSHIP IN PROFESSIONAL LIFE

By L.S. Ganesh (Professor, Department of Management Studies IIT Madras)

L.S. Ganesh started the session interestingly telling the scope that our current Indian economy has towards agriculture and agro products and how Indian economy had to rely on agriculture for the economic growth of the country. He gave the idea



about the earnings and revenue that the country has over the different departments such as the primary sector, secondary sector, tertiary sector and gave the students the loop holes in the Indian economy where the young India has the place to tap and make the process of business completely inside India itself. He encouraged the gathered youths saying that India has the best market in the world and people in India also have the home advantage for that great market and is also availed with many powers in the country for gaining competitive advantages.

MY STORY SESSION

MR.SHARATH BABU ELUMALAI (Founder Food King)



Mr. Sharath Babu Elumalai motivated the students by sharing his journey to his current position and paved path in each one's mind that our dream position is all possible with sheer hard work and technique from the ground level.

MRS.SOUNDARYA RAJESH (Founder, CEO Avatar)



Mrs. Soundarya Rajesh pitched her voice for women empowerment and helped each and every student in the hall gain respect not only for mam but for the whole women style of management.

MR.RAGAVAN JAWAHAR (Co-Founder Amelio Care)

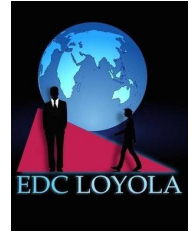


Mr. Ragavan Jawahar gave a clear idea about the future of service oriented business and how to train each and every employee in the ground level, motivate them and help the people in the society to gain more value and interest out of the business.

MR.ANANDHAN RAMANUJAM (Director NAC Jeweller)



Mr. Anandhan Ramanujam gave a clear cut idea on marketing in the latest trend and maintain high stand against the competition in the market and the innovation that always will give the additional profit for the firm.



AN IDEA CAN CHANGE YOUR LIFE

By Dr. Francis Jose, HOD of Commerce

Dr. Francis Jose started his session by asking the students to answer his question and give solutions to his problems and made students understand the purpose of a business is that to solve the problem of the common man. He also interacted with his expressive ideas and thoughts and made the students understand business ideas and ways to arise them is from problems and finding smart solutions.

The first step in reaching a successful business is all about innovation and sir also opened the minds of the students that what are the areas in which innovation can be done. Sir, also made it very clear that freedom is a must factor



for innovation and setting up that platform is the primary work for which hard work is required and also spoke about the upcoming department and ventures which will turn out to be a good venture for the upcoming near future India. He shared his experience in marketing and innovation in marketing will directly result in sales and will give people the input and encouragement for developing and going large scale and more of innovative decisions in the business.

DAY 2

OVERVIEW OF EFFECTUAL ENTREPRENEURSHIP

BY PROF. R.S. VEERAVALI

Prof R.S Veeravalli. It's often said that if you want to become a successful leader, it is imperative to be an effective communicator. Prof Veeravalli engaged with the participants to evoke their inherent strengths and weaknesses in writing. Essential Principles of effectual entrepreneurship threw light on starting an activity on an impending opportunity. Gracing the conceptual



topics of economics and explaining the Lemonade Principle and Pilot the plane principle, focusing on the first mover advantage of an opportunity. Towards the end of the session, Sir centred in the realm of brand identity and evaluating the worthiness of the opening with respect to the principles of effectual. The trait of leadership was delivered to the students by the excellent examples and theories that sir has put before the students and made them to pursue their future as a business leader.

BY Mr. M. Bharath Subramanian, Partner, Anan

LEGAL COMPLIANCE FOR ENTREPRENEURS

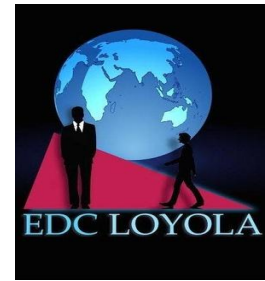
d & Anand Law Firm

There are many structures comprising the legal horizons of a business. Mr. Bharat Honing Experience over a vast career extending to several years of practice in Anand and Anand Law Firm, the session witnessed the details of the legal environment of a business in its entirety. The merits and demerits

of the legal perspectives of Sole proprietorship, Partnership and Limited companies explained the implications of the business operations in conformity to law. Sir gave a brief overview of the contractual safeguards that are required to uphold the exclusiveness of Guarantees and warranties pertaining to a product or service. Laws



governing the Employee Rights and duties play a prominent role in guiding the congruence of the workforce. Sir vividly explained this concept taking the example of the legal strangles



the Dunlop had to face in the recent past regarding employee rights and duties. Other vital aspects of law concerning Record Keeping, Open source Licensing, Trademarks and Environment safekeeping were dealt with great emphasis in the session.

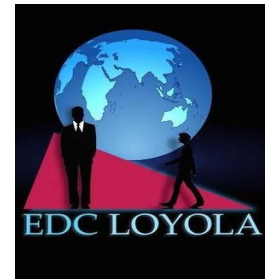
DAY 3

MARKETING FOR ENTREPRENEURS

BY PROF. R.S. Sathya Saminadan, Asst. Professor, ITM Business School

A startling start to an overwhelming session, marketing = entrepreneurship. This equation set the mood for the rest of the seminar. The participants realized that marketing is the only department that brings money into the firm. Attributes of the product, no matter of it rates in terms of superiority in quality or price, it does not make bring the necessary monetary gain to the business unless it is 'known' in the market. Sir gave sighted the example of Joe Girard to diminish the usual conventions of marketing norms, emphasizing the importance of Relationship in Selling. Sathya sir spoke on tweaking different kinds of advertising namely, direct, indirect, indoor and outdoor advertising in a manner to influence the market towards the concerned business. The conclusion drew focus on the 6 C's of Marketing Change, Challenge, Creativity, Control, Curiosity and Cash. The idea of sales = marketing was the key idea that marked as the practical reality in the world of business and students & the future entrepreneurship where made to understand the reality and he strength of effective marketing.





DAY :3 BUSINESS PLAN

By Aakash Lalithkumar and Team

The Amalgamation of the entire inputs gained over the past 5 days was consolidated in the final session of the workshop. The participants were directed towards preparation of a business plan conceived from their own perspective. The insights gained by the participants in the aspects of Finance, Marketing, Legal compliances of business, management orientation in entirety were deployed in the respective business ideas and were presented by participants in plans in different avenues ranging from basic small scale industries to complex super malls and service oriented businesses.

The coordinators in the Business Plan session were instrumental in guiding the participants in furnishing successful business plans at the notice level which would give them the basic idea of materializing their start-up plans into viable business ventures in the future. The competitive environment in the session was induced by the judges who evaluated each and every business plan in the context of the parameters set by the coordinators.

Few snapshots of participants in the session presenting the business plan-



GUEST LECTURE ON “ENTREPRENEURSHIP”

- On 16th February 2015 (Monday), the **Guest Lecture on “Entrepreneurship”** was conducted in Lawrence Sundaram Hall at 9.00 am to 11.00 am.

VALEDICTORY

- On 16th February 2015 (Monday), the **Valedictory** was conducted in Lawrence Sundaram Hall at 11.00 am to 12.30 pm.